

Hotel Registration Deadline:
August 4, 2008
(See page 3 for hotel information)

2008

CONFERENCE REGISTRATION BROCHURE

Community Development Block Grant Conference

Planting Seeds for Community Development

September 3, 2008 - September 5, 2008

Napa, California

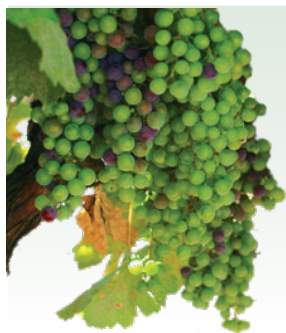


DEPARTMENT OF HOUSING AND COMMUNITY DEVELOPMENT

2008 Biennial CDBG Conference

Planting Seeds for Community Development

September 3 – 5, 2008 • Marriott Napa Valley Hotel & Spa • Napa, CA



Since 1996, the State Community Development Block Grant Program (CDBG) has hosted seven statewide conferences, bringing together decision-makers and practitioners involved in the important work of creating better conditions for housing, economic growth and job creation. During this time, the CDBG program and its local program operators have conducted activities to meet the needs of moderate to lower-income people in small, typically rural communities. The goal has been, and the challenge continues to be, to improve the quality of life of all citizens in California.

This year's conference continues our commitment to create a forum to inform, energize and stimulate our community development decision makers and representatives. This 2008 conference will feature a comprehensive three-day program for new CDBG practitioners as well as seasoned "veterans" of the State's CDBG Program.

One of the highlights of this year's conference will include special keynote speakers who will share their insights on contemporary issues affecting California's small and rural communities in the critical areas of housing, infrastructure development, and business expansion.

The conference will also have workshops to introduce new tools for your CDBG toolkit such as:

- How to use green buildings and renewable technologies in your housing and rehabilitation projects; and
- How to use other public and private funds to improve your CDBG infrastructure and business development projects.

Who should attend?

- Local government staff responsible for making recommendations to policy makers and for implementing community development programs and projects.
- Community and economic development practitioners working with local communities.
- City and county elected officials and planning commissioners who make policy decisions about community development block grants.
- Board members and staff of local nonprofits, such as housing and economic development corporations.
- Program partners such as lenders and loan service providers.

How do I register?

- Complete the registration form included with this brochure, or
- Register and pay online at www.rcac.org, under Training and Events



MICROENTERPRISE

Pictured at Right: Monterey County Weekly's new solar energy system installed by BlueLine Power.



Hotel Registration and Location

All conference activities will be held at:

Napa Valley Marriott Hotel

3425 Solano Avenue, Napa, CA 94558

Hotel and Reservations #: 707-253-8600

www.napavalleymarriott.com

A limited block of rooms has been reserved at the Napa Marriott at the very special rate of \$110 single or double occupancy, plus tax.

This rate is guaranteed until August 4, 2008 only. We expect the hotel to sell out so please call as soon as possible to avoid disappointment. Reservation requests received after the cut-off date will be made based on availability and will NOT be at the conference rate. Call the hotel at the number above and ask for the "Dept. of Housing and Community Development" room block to reserve your room and receive this special rate. You can also register for the conference and reserve your sleeping room online by going to www.rcac.org, under Training and Events.

The hotel has complimentary outdoor self parking. The airports are: Sacramento International Airport, Oakland International Airport and the San Francisco International Airport.

Travel Information:

- From San Francisco Airport (60 mi NE): Take Highway 101 North to 80 East. Cross the Bay Bridge. Follow signs to Sacramento. Exit onto Highway 37. Turn right on Highway 29 North. Turn left at Redwood Road. Turn right on Solano Avenue.
- From Oakland Airport (50 mi N): Take Highway 880 North to 980, to 580 West, to 80 East (Sacramento). Exit Highway 37. Turn right on Highway 29 North. Turn left onto Redwood Road. Turn right on Solano Avenue.
- From Sacramento Airport (60 mi W): Take Highway 5 South to 80 West, to Hwy 12 West. Turn right on Highway 29 North. Turn left at Redwood Road. Turn right on Solano Avenue.



HOUSING

Vista Point Apartment Complex in Pacific Grove is a 49 unit apartment constructed to meet the housing needs for very low-income and low-income senior citizens.



COMMUNITY FACILITIES

Brawley Boys and Girls Club Teen Center was built with CDBG dollars and funds leveraged from the California Youth Authority, and local developer impact fees.



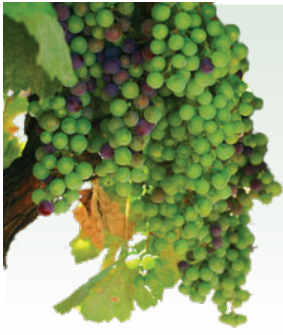
PUBLIC INFRASTRUCTURE AND BUSINESS LOANS

Bob Silva Ford opens new dealership in the City of Chowchilla with CDBG Over-the-Counter funds.



SMALL BUSINESS

Gonzalez Meat Market in Ivanhoe is a small business serving a need in rural areas.



Planting Seeds for Community Development

Conference Agenda At-A-Glance

Tuesday – September 2

3:00 p.m. - 6:00 p.m. Registration/Information Desk Open

Wednesday – September 3

7:30 a.m. - 4:30 p.m. Registration/Information Desk Open
 8:00 a.m. - 9:00 a.m. Continental Breakfast and Visit Vendors
 9:00 a.m. - 11:00 a.m. **Opening Plenary Session**
 11:00 a.m. - 1:00 p.m. Lunch on your own and Visit Vendors
 1:00 p.m. - 2:30 p.m. **CONCURRENT WORKSHOPS:**
 W-1: Contracting for Success!
 W-2: Innovative Ideas About Planning and Project Tools
 W-3: How To Meet Government Standards Without Making It Hard Labor
 W-4: Commercial Facade
 W-5: Myths and Facts of Program Income Unveiled
 2:30 p.m. - 3:00 p.m. Coffee Break and Visit Vendors
 3:00 p.m. - 4:30 p.m. Plenary Session: Land Use Planning & Housing Laws
 5:30 p.m. - 7:00 p.m. Welcome Reception and Networking

Thursday – September 4

7:30 a.m. - 5:00 p.m. Conference Registration and Information Desk Open
 7:30 a.m. - 8:30 a.m. Continental Breakfast and Visit Vendors
 8:30 a.m. - 9:45 a.m. **Plenary Session: California Going Green - Buildings and Renewable Energy**
 9:45 a.m. - 10:15 a.m. Coffee Break and Visit Vendors
 10:15 a.m. - 11:45 a.m. **CONCURRENT WORKSHOPS:**
 T-1: Planning and Developing Your Community's Next Public Facility
 T-2: Partnerships with California Native American Tribes
 T-3: Tools for Updating Housing Elements in Your Community
 T-4: Extreme Makeover for Funds Request
 T-5: CDBG and California Farmer Markets - A Viable Enterprise
 Noon - 1:30 p.m. Lunch with Keynote Speaker, Jack Gallagher
 1:45 p.m. - 3:15 p.m. **CONCURRENT WORKSHOPS:**
 T-6: Starting an Incubator Using CDBG Funds
 T-7A: General Speed Funding (PART 1)
 T-8: Public Improvements
 T-9: Contracting for Success! (*Repeat*)
 T-10: Fair Housing Laws

3:15 p.m. - 3:45 p.m. Coffee Break and Visit Vendors
 3:45 p.m. - 5:15 p.m. **CONCURRENT WORKSHOPS:**
 T-11: Building Microenterprise Programs Using CDBG Dollars
 T-7B: General Speed Funding (PART 2)
 T-12: Surveying Your Community Can Be Rewarding
 T-13: How to Run and Manage Your Revolving Loan Fund
 T-14: Myths and Facts of Program Income Unveiled (*Repeat*)
 T-15: Site Tour: Join us for a tour of projects in the Napa County
Free Evening and Dinner on your own – have a wonderful evening in Napa!

Friday – September 5

7:30 a.m. - Noon Conference Registration and Information Desk open
 7:30 a.m. - 8:30 a.m. Continental Breakfast, Last chance to Visit Vendors
 8:30 a.m. - 10:00 a.m. **CONCURRENT WORKSHOPS:**
 F-1: Tools for Updating Housing Elements in Your Community (*Repeat*)
 F-2: General CDBG Roundtable
 F-3: Developing Public Infrastructure and Business Development Projects Using Over-The-Counter Funds
 F-4: GPR-Telling the Story of CDBG Accomplishments
 F-5: Speed Funding for Economic Development
 10:00 a.m. to 10:45 a.m. Coffee Break
 10:45 a.m. to 12:30 p.m. **CONCURRENT WORKSHOPS:**
 F-6: What's on Your Mind? - Economic Development Roundtable
 F-7: Planning to Create Efficient and Sustainable Communities
 F-8: Extreme Makeover for Funds Request (*Repeat*)
 F-9: Let's Take A Walk! Trails to Smart Growth
 Noon Conference Adjourns

2008 Session Descriptions

Wednesday, September 3, 2008

9:00 a.m. to 11:00 a.m.

Opening Plenary Session

Introductions and Opening Speakers: Linda Nichols, CDBG Section Chief / Frank Luera, SEEDS Section Chief / Lynn Jacobs, HCD Director / Chris Westlake, DFA Deputy Director / Steve Sachs, HUD-CPD Director/ Jill Techel, Mayor of Napa

1:00 p.m. – 2:30 p.m.

Concurrent Workshops

W-1: Contracting for Success!: The Construction Industry is one of largest industries in California. Come learn how the Contractor's State License Board (CSLB) can help you be successful. Topics to be covered include: how to find qualified contractors in your area, how to avoid common problems with rehabilitation projects and tips for making sure your contractor measures up.

W-2: Innovative Ideas About Planning and Project Tools: We'll be providing applicants with real life examples of innovative ways in which jurisdictions can utilize CDBG dollars in their community. Join us for a discussion on how to "not do business as usual" and get creative.

W-3: How To Meet Government Standards Without Making It Hard Labor: Simplifying monitoring and reporting requirements, grantee and State agency responsibilities, administration and enforcement, and wage determinations.

W-4: Commercial Façade: Be one of the first to hear about this new Economic Development activity coming your way. Come learn about the activity for the next Enterprise Fund cycle and how to include this new program in your menu of activities.

W-5: Myths and Facts of Program Income Unveiled: Uncovering and renewing the hidden treasures within your community using the program income stockpiled in your coffers. A panel discussion presented by members of the regional HUD office and other program income movers and shakers.

3:00 p.m. – 4:30 p.m.

Plenary Session

Land Use Planning and Housing Laws: Hitting the hottest topics this session will provide an in-depth discussion and overview of the changing landscape in planning and housing and community development in California. Ranging from regional blueprint planning initiatives, to legislation, housing and market trends and conditions, climate change concerns and more.

Thursday, September 4, 2008

8:30 a.m. – 9:45 a.m.

Plenary Session

California Going Green – Buildings and Renewable Energy: We live in an exciting moment in the green and renewable energy movement. At no other time in history has the profound impact of the built environment and use of energy gained so much prominence and attention. Join us - Now it's time to discover what's emerging, envision for the future and take the next bold steps for your communities in California.

10:15 a.m. – 11:45 a.m.

Concurrent Workshops

T-1 Planning and Developing Your Community's Next Public Facility: Does your community need a new day care center, food bank, community center or fire station? Join this session to learn new ways to develop and finance public facilities using CDBG and other sources of funding.

T-2: Partnerships with California Native American Tribes: Understanding and working with your tribal communities. This session will provide valuable information on how to foster effective partnerships with non-federally recognized Native American tribes in your community, to successfully implement much needed CDBG projects and services.

T-3: Tools for Updating Housing Elements in Your Community: This session will include an overview of housing element requirements with an emphasis on how to use the Department's newest technical assistance tool, the Building Blocks for Effective Housing Elements.

2008 Session Descriptions

T-4: Extreme Makeover for Funds Request: Debut the total makeover of the CDBG Funds Request. It's re-designed to be easier and user friendly. We will roll out the red carpet for the new changes in the fiscal process. You will be amazed at the difference!

T-5: CDBG and California Farmer's Markets – A Viable Enterprise: Come and join this panel session on developing Farmer's Markets to learn how local jurisdictions have developed and operated them. You will learn how CDBG dollars can be used towards the development of the infrastructure and the creation of new businesses.

Noon to 1:30 p.m.

**Lunch with Keynote Speaker,
Jack Gallagher, Entertainer/Comedian**

Jack Gallagher's work on network television includes his own ABC sitcom, *Bringing Up Jack*, as well as a recurring role on HBO in *Curb Your Enthusiasm*. Jack has made numerous appearances on *The Tonight Show* as well as NBC's *Late Night with Conan O'Brien*. He has written and continues to perform his two critically acclaimed one-man shows "Letters to Declan" and "Just the Guy" in theaters and at corporate events. Jack is a three time Emmy winner and was also honored with the NATPE IRIS award in the category "On-Camera Talent" in 2002.

1:45 p.m. – 3:15 p.m.

Concurrent Workshops

T-6: Starting an Incubator Using CDBG Funds: Is your community ready to support an incubator program? Learn the basics of starting a business incubation program, the infrastructure and financial requirements to support a local incubator, and the approaches to using CDBG to support incubator projects.

T-7: General Speed Funding – Part 1 *(continued at 3:45 p.m.)*: This may be one of the most exciting sessions of the 2008 conference. Join us for an extended session as we have gathered numerous funding sources to explore the possibilities of supporting your local housing and community development needs. You've heard of "Speed Dating," now it's for funding with a twist.

T-8: Public Improvements: We all need water and sewer – yet there is more to public improvements. A variety of different CDBG funded infrastructure projects will be discussed by this panel. This will be an excellent session to help communities address current health and safety issues as well as develop infrastructure to facilitate future growth and development.

T-9: Contracting for Success!: The Construction Industry is one of largest industries in California. Come learn how the Contractor's State License Board (CSLB) can help you to be successful. Topics to be covered include: how to find qualified contractors in your area, how to avoid common problems with rehabilitation projects and tips for making sure your contractor measures up.

T-10: Fair Housing Laws: Join us for an overview of federal and State fair housing laws. What are the requirements and how it applies to your housing program.

3:45 p.m. – 5:15 p.m.

Concurrent Workshops

T-11: Building Microenterprise Programs Using CDBG Dollars: Microenterprise development is an important part of any local economic development strategy. Come and hear how your local jurisdictions have successfully used CDBG funds in their local microenterprise programs leading to the development of a powerful tool to support local micro entrepreneurs.

T-7B: General Speed Funding – Part 2

(continued from 1:45 p.m.)

T-12: Surveying Your Community Can Be Rewarding!: Join us for tips and best practices on conducting a statistically sound income survey in your community – an effective tool to better understand your community needs and secure your CDBG funds

T-13: How to Run and Manage Your Revolving Loan Fund: Now that you have loaned out your CDBG dollars - What do I do with the payments that are coming back to my jurisdiction? This session will provide you with the essential tools and information to manage your RLA Program, including tips on evaluating businesses, and how to successfully put together your CDBG Business Lending Program and Micro Enterprise Lending/Assistance Program.

2008 Session Descriptions

T-14: Myths and Facts of Program Income

Unveiled: Uncovering and renewing the hidden treasures within your community using the program income stockpiled in your coffers. A panel discussion presented by members of the regional HUD office and other program income movers and shakers.

T-15: Site Tours: Join us for a tour of projects in Napa County

F-5: Speed Funding for Economic Development:

Do you have a project that needs funding? Take your “great ideas” to the next level by talking to project development and financing experts from SBA, USDA, and CDBG to structure your business or public infrastructure projects. Whether its “single source” funding or “blended” financing – you will have your project structured for your next funding application.

Friday, September 5, 2008

8:30 a.m. – 10:00 a.m.

Concurrent Workshops

F-1: Tools for Updating Housing Elements

in Your Community: This session will include an overview of housing element requirements with an emphasis on using the Department’s newest technical assistance tool, the Building Blocks for Effective Housing Elements.

F-2: General CDBG Roundtable: Join staff and management in a dialog of how the program is evolving, what’s ahead from HUD, new ideas and a general conversation on how the program is functioning. Bring your creative ideas and suggestions for stepping up the General Allocation to meet the growing needs in rural areas and small cities in California.

F-3: Developing Public Infrastructure and Business Development Projects Using Over-the-Counter Funds:

Learn how jurisdictions have successfully applied for OTC funding for larger infrastructure and business development projects. Here is your opportunity to learn the “ins and outs” of using CDBG Over-the-Counter funds to successfully develop, structure and finance projects such as shopping centers, hotels, manufacturing facilities, and off-site public infrastructure improvements.

F-4: GPR-Telling the Story of CDBG

Accomplishments: How the GPR and Performance Measurements demonstrate valuable results to Congress and impact the overall rating and success of the CDBG on a national level. Come and learn how to capture the data!

10:45 a.m. – 12:30 p.m.

Concurrent Workshops

F-6: What’s on Your Mind? Economic

Development Roundtable: Come meet the CDBG Economic Development staff to talk about any pressing issues facing your local programs; answer specific problems you are experiencing running your activates, and how we can all improve the delivery of services and enhance the results to our clients in the community.

F-7: Planning to Create Efficient and Sustainable

Communities: This session is designed to provide applicants with examples to form the basis of a successful PTA grant for long-term projects and future applications.

F-8: Extreme Makeover for Funds Request:

debut the total makeover of the CDBG Funds Request. It’s re-designed to be easier and user friendly. Come and see for yourself, you will be amazed at the change!

F-9: Let’s Take a Walk! — Trails to Smart Growth:

presenting the benefits of walkable communities and highlight strategies that cities and counties could employ to achieve walkability and create vibrant, livable communities.



Current 2008 CDBG Conference Sponsors



California Engineering Company



Valley Small Business Development Corporation

Tierra Environmental Services

You still have time to be a sponsor for the 2008 CDBG Conference. For additional information on sponsorship levels, exhibit space, and program brochure advertising space; please contact Jim Miwa at (916) 319-8483 or via e-mail at jmiwa@hcd.ca.gov.



CDBG Conference Partners

CDBG's primary objective is the development of viable communities. We provide decent housing and a suitable living environment by expanding economic opportunities, principally for persons of low and moderate income. CDBG is committed to assisting local governments in being successful in the development of community projects, programs, job creation and retention.

RCAC is dedicated to assisting rural communities achieve their goals and visions by providing training, technical assistance and access to resources. RCAC's core services

include affordable housing, environmental infrastructure development and community development finance.

CALED is the premier statewide professional economic development organization dedicated to advancing its members' ability to achieve excellence in delivering economic development services to their communities and business clients. CALED's membership consists of public and private organizations and individuals involved in economic development: the business of creating and retaining jobs.

